



# SPRING

## 2022 STYLE GUIDE





MANIFESTO

# OUR FRESH TAKE ON SPRING

Spring is a time for growth. Not just for nature, but for our homes and families as well. At Ace, we believe spring is the perfect time to celebrate growth opportunities. Trying new things. Learning how we can do it better.

Going **BIGGER, BRIGHTER, AND BOLDER.**

Whether it's planting a garden of your own or rolling on a fresh coat of paint, Ace can be your catalyst for growth this spring. With help from Ace, you can make sure you're growing in the right direction! We have everything you need to grow a **lush, green lawn** and plan a **healthy garden**, from outdoor power tools and planters to irrigation and soil nutrients. We have products to keep pests away, and grills and patio sets for your biggest family gatherings. This spring, we invite you to celebrate all this growth potential with your local Ace!







Product-focused | Colorful | Modern | Stylized | Clean

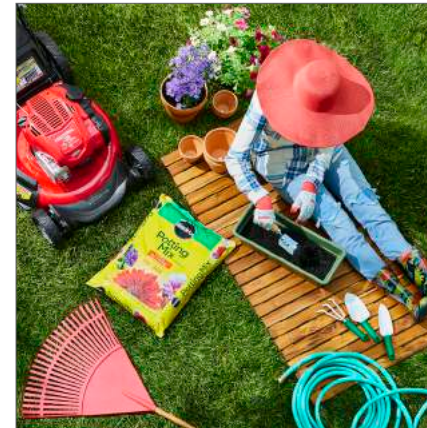


For 2022, photography will have only two photo points of view - shooting into or overhead. There will be no perspective with horizon lines and out-of-focus backgrounds. This keeps the imagery consistent, crisp and modern. Set styling and propping really help to tell the story but should not overpower. Overall proposing in studio shoots and no location shoots needed.



## Shoot into/simple environment

Stylized studio environment with wall and flooring  
Environment should have a sense of place  
Simple, non-distracting propping  
Shoot straight into with no perspective  
In focus, crisp directional shadows following 2020 lighting direction  
Higher saturation and contrast with strong directional shadows



## Shoot overhead/studio or simplified environment

Stylized studio environment or white/color sweep  
If environment, can shoot at a slight angle but do not show horizon line  
Simple, non-distracting propping  
Shoot overhead, graphic and clean styling  
In focus, crisp directional shadows following 2020 lighting direction  
Higher saturation and contrast with strong directional shadows

## PRIMARY



**ACE RED**

CMYK

C 0  
M 100  
Y 81  
K 4

RGB

R 227  
G 55  
B 25

HEX

D40029



**SPRING GREEN**

CMYK

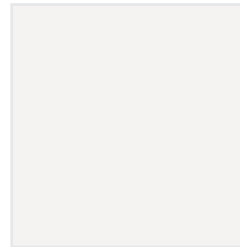
C 74  
M 15  
Y 100  
K 2

RGB

R 76  
G 156  
B 46

HEX

4C9C2E



**LIGHT GRAY**

CMYK

C 3  
M 4  
Y 3  
K 0

RGB

R 244  
G 240  
B 240

HEX

F4F0F0

## SECONDARY



**BLACK**

CMYK

C 0  
M 0  
Y 0  
K 100

RGB

R 0  
G 0  
B 0

HEX

000000



**FRESH BLUE**

CMYK

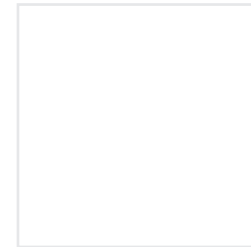
C 73  
M 27  
Y 21  
K 0

RGB

R 63  
G 150  
B 180

HEX

3F96B4



**WHITE**

CMYK

C 0  
M 0  
Y 0  
K 0

RGB

R 0  
G 0  
B 0

HEX

FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

LOGO LOCKUP - Primary (Preferred)

**OUR FRESH TAKE ON**  
**SPRING**

LOGO LOCKUP - Secondary (SALE)

**SPRING**  
**SALE**

LOGO LOCKUP REVERSED - Secondary (For dark or colored backgrounds)

**OUR FRESH TAKE ON**  
**SPRING**

Grey box for placement only

LOGO LOCKUP REVERSED - Secondary (For dark or colored backgrounds)

**SPRING**  
**SALE**

Grey box for placement only

Fonts have been selected for their simplicity, boldness and adherence to brand standards.

HEADLINE

Hackney

UPPERCASE

Optical Kerning - 25

SUBHEAD

Roboto Black

UPPERCASE

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

*Accent voice subheads*

Run Wild

Sentence case

Metric Kerning - 0

*Use Run Wild for lorem ipsum dolor and etal.*



Textures will be used to bring spring 2022 to life, adding dimension to collateral.



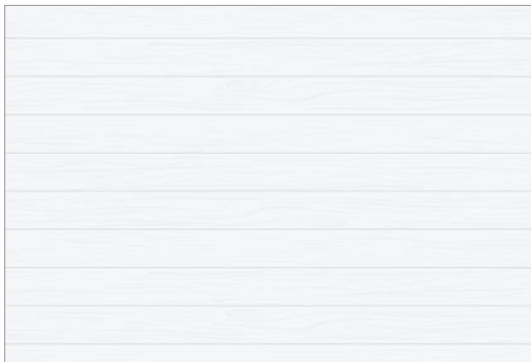
Green Grass



Dark Green Craft Paper



Light Green Craft Paper



Whitewashed Wood



White Brick



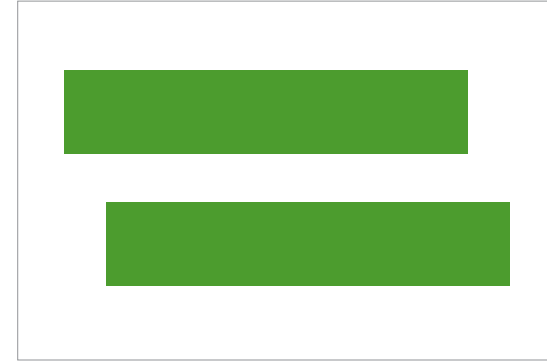
Elements will be used to bring spring 2022 to life, adding dimension to collateral.



Grass Clippings



Scattered Seeds



Ticker Tape



Helpful Tip Bubble



Ace Helpful Vest Icon  
Grey box for placement only



# Collateral Examples



# Vision

## CURRENT

We want to move away from:

- out of focus backgrounds
- mixed with in-focus backgrounds
- backgrounds with a horizon line
- too many distracting background styles
- photoshopped composite images
- lighting not as narrowed down
- busy looking layouts
- not as tight story-telling
- too many angles in product layouts



## FUTURE

And strive towards:

- simplified and refined photo POV
- shoot overhead or into only
- backgrounds are in-focus
- backgrounds are subtle/non-distracting
- consistent lighting
- lighting shapes & highlights product
- refined product & set styling
- less product & more curated layouts
- tells a story and sets the scene





## CIRCULAR COVER - March Concept

**VALID NOW MARCH 1 - MARCH 31**

**ACE**  
The helpful place.

**SPRING SALE**

**TORO**  
SALE  
**\$349<sup>99</sup>**  
Toro Recycler 21378 22 in. 150 cc Gas Self-Propelled Lawn Mower  
XXXXXXXX  
NO LIMIT.

**Miracle-Gro**  
SALE  
**\$15.99** **-\$3 WITH ACE REWARDS CARD\***  
**\$12<sup>99</sup>**  
Miracle-Gro Flower and Plant Potting Mix 2 ft<sup>3</sup>  
XXXXXXXX  
NO LIMIT.

**SALE**  
**\$9<sup>99</sup>**  
Watering Can  
XXXXXXXX  
NO LIMIT.

**SALE**  
**\$44.99** **-\$5 WITH ACE REWARDS CARD\***  
**\$39<sup>99</sup>**  
Ace Flexogen 5/8 in. D X 100 ft. L Premium Grade Green Vinyl Hose  
XXXXXXXX  
NO LIMIT.

**SALE**  
**\$12.99** **-\$2 WITH ACE REWARDS CARD\***  
**\$10<sup>99</sup>**  
Ace 65 in. L X 24 in. W Poly Rake Wood Handle  
XXXXXXXX  
NO LIMIT.

**SALE**  
**\$69.99** **-\$5 WITH ACE REWARDS CARD\***  
**\$64<sup>99</sup>**  
Scotts Turf Builder Crabgrass Preventer Lawn Food For Grass  
XXXXXXXX  
NO LIMIT.

**SALE**  
**\$35.99** **-\$5 WITH ACE REWARDS CARD\***  
**\$30<sup>99</sup>**  
Scotts EZ Seed Mixed Sun/Shade Seed, Mulch & Fertilizer  
XXXXXXXX  
NO LIMIT.

**Helpful Tip:**  
**When to Fertilize**  
Grass absorbs nutrients after early spring root growth. Be sure to fertilize your lawn around the first time it shows signs of needing to be mowed.

March Month Long AP1 2201226ML, 001, Versions: CA,DS,FN,NR,NW,S0,TR





CIRCULAR COVER - April Concept

VALID APRIL 1 - APRIL 30

SPRING SALE

SALE  
**\$9<sup>99</sup>**  
Corona ConmfortGEL  
Stainless Steel Pruners  
XXXXXXXX  
LIMIT 2 PAIRS

SALE  
**\$10<sup>99</sup>**  
Assorted Fiskars Handheld  
Gardening Tools  
XXXXXXXX  
NO LIMIT.

SALE  
**\$45<sup>99</sup>**  
Ortho Groundclear  
Vegetation Killer  
XXXXXXXX  
NO LIMIT.

SALE  
**\$17<sup>99</sup>**  
Ace 2 Gallon Lawn and  
Garden Sprayer  
XXXXXXXX  
NO LIMIT.

SALE  
**\$25<sup>99</sup>**  
Scotts EZ Seed Mulch &  
Fertilizer Mix  
XXXXXXXX  
NO LIMIT.

SALE  
**\$49<sup>99</sup>**  
Ortho  
Groundclear  
Vegetation Killer  
XXXXXXXX  
NO LIMIT.

SALE  
**\$19<sup>99</sup>**  
Ace 2 Gallon Lawn and  
Garden Sprayer  
XXXXXXXX  
NO LIMIT.

Helpful Tip:  
The Season for Seeds

Spring is the time to seed patches and thin areas of your lawn. Choose a seed that matches the amount of sunlight, and make sure it's at least 50°F outside.

April Month Long

AP1

2201226ML, 001, Versions: CA,DS,FN,NR,NW,SO,TR



## CIRCULAR - April Interior Spread Concept

**SALE**  
**\$9<sup>99</sup>**

Multi-colored Gardening Gloves  
XXXXXX  
LIMIT 2 PAIRS



**SALE**  
~~\$15.99~~ **\$11<sup>99</sup>** -\$4 WITH ACE REWARDS CARD\*

Assorted Southern Resin Planters and Pots  
XXXXXX  
NO LIMIT.



**SALE**  
~~\$21.99~~ **\$19<sup>99</sup>** -\$2 WITH ACE REWARDS CARD\*

Rubbermaid Roughneck 16.5 in. H X 15.9 in. W X 23.875 in. D Stackable Storage Box  
XXXXXX  
NO LIMIT.



**YOUR LOCAL PLACE FOR PLANTING**

**SALE**  
**\$7<sup>99</sup>**

Assorted Lawn-care Handheld Tools  
XXXXXX  
NO LIMIT.



**SALE**  
~~\$11.99~~ **\$9<sup>99</sup>** -\$3 WITH ACE REWARDS CARD\*

Miracle-Gro Moisture Control Flower and Plant Potting Mix  
XXXXXX  
NO LIMIT.

**SALE**  
~~\$15.99~~ **\$12<sup>99</sup>** -\$3 WITH ACE REWARDS CARD\*

Miracle-Gro Flower and Plant Potting Mix 2 ft<sup>3</sup>  
XXXXXX  
NO LIMIT.



**SALE**  
**\$34<sup>99</sup>**

Scotts Turf Builder EdgeGuard Mini Push Spreader For Fertilizer  
XXXXXX  
NO LIMIT.



**\$5 BONUS\***  
when you download the Ace App and link your Ace Rewards account.



**TRUSTED TOOLS YOU'LL LOVE TO USE**

**20% OFF** **Select Handheld Gardening Tools**  
Includes xxxx, xxxx, xxxx, xxxx.  
Sorry, no rain checks. Stores stock only. No substitutions.



**SALE**  
**\$34<sup>99</sup>**

Scotts Step 1 28-0-7 Annual Program Lawn Food For All Grasses 5000 sq ft  
XXXXXX  
NO LIMIT.



**SALE**  
**\$289<sup>99</sup>**

EGO Power+ ST1521S 15 in. 56 V Battery String Trimmer Kit (Battery & Charger)  
XXXXXX  
NO LIMIT.



April Month Long

AP1

2201226ML, 001, Versions: CAD,S,FNNR,NW,S0,TR

April Month Long

AP1

2201226ML, 001, Versions: CAD,S,FNNR,NW,S0,TR



Store Window Poster Concept (24"W x 36"H)



Store End Cap Concept (34"W x 18.25"H)

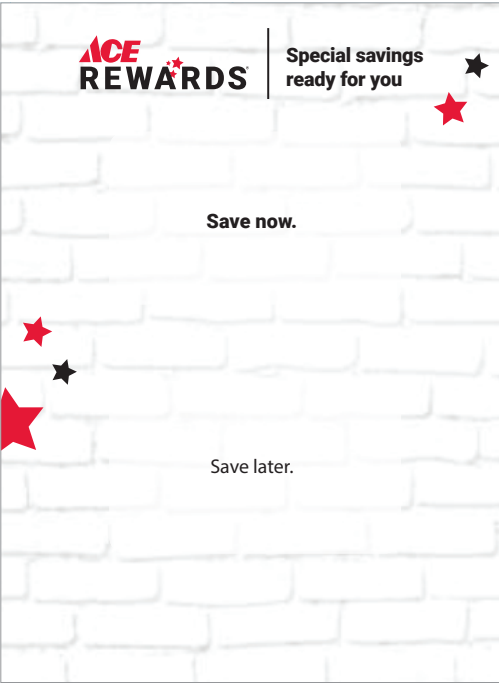




Cover Concept

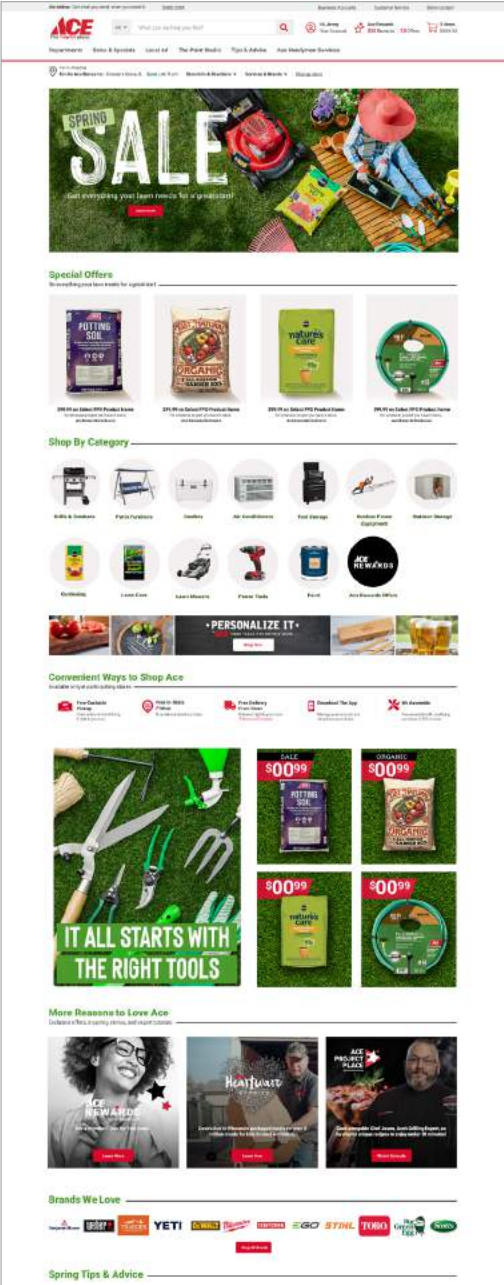


Interior Spread Concept

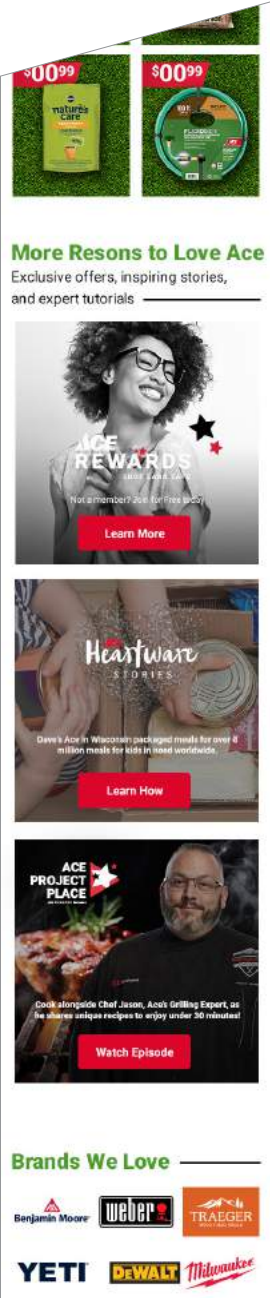
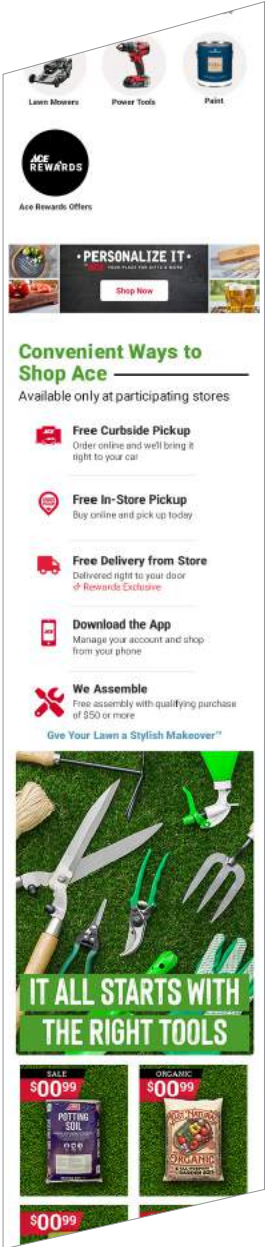




Home Page - Desktop



Home Page - Mobile





[illegible]



Facebook/Instagram 1080x1080 px



Instagram Story 1080x1920 px

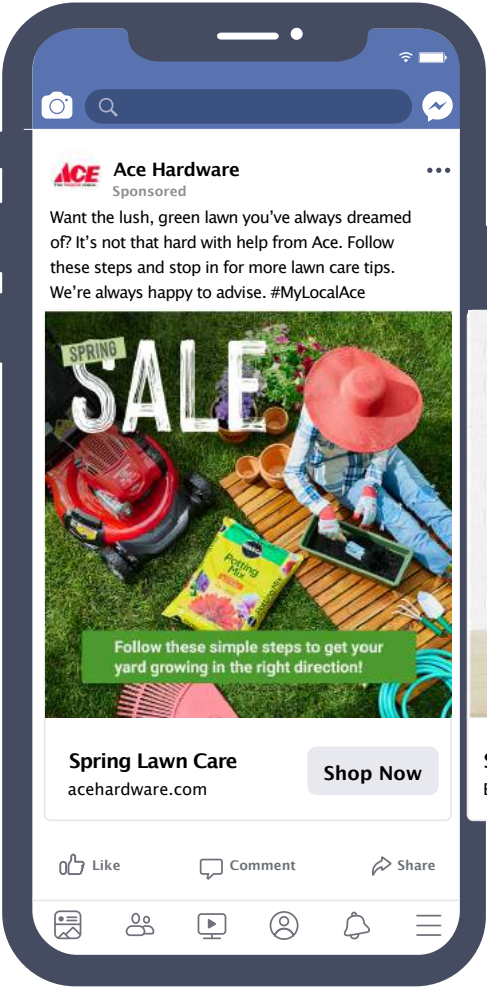


Text Push 1200x1200 px





Facebook Carousel



**STEP 1 : SEED & FEED**




**Scotts® Turf Builder**  
Eliminate weeds AND help...

[Shop Now](#)

**SLIDE 2**  
Eliminate weeds AND help  
your lawn absorb water.

**STEP 2 : HYDRATION**



**Gilmour® Flexogen Hose**  
Lawns need an inch of wat...

[Shop Now](#)

**SLIDE 3**  
Lawns need an inch of water  
a week, sometimes more  
during dry spells.

**FINISHING STEPS**



**Craftsman® Lawn Mower**  
A perfectly trimmed lawn...

[Shop Now](#)

**SLIDE 4**  
A perfectly trimmed lawn is  
like the cherry on top of all  
your hard work.